

TOURIST TAX DEVELOPMENT COUNCIL

REGULAR MEETING

July 7, 2011

The Sumter County Tourist Tax Development Council convened in regular session on Thursday, July 7, 2011 at The Villages Sumter County Service Center, 7375 Powell Road, Room 102, Wildwood, Florida with the following members present to wit: Chairman Douglas Gilpin, Bob Hunt, Warren Maddox, Dan McCormic, Steve Lind, and Douglas Tharp. The following individual was also present and acting in her respective official capacity: Tina Chavez, Financial Services.

Chairman Gilpin called the meeting to order at 4:00 p.m. The invocation was given by Dan McCormic, followed by the flag salute lead by Doug Tharp.

Welcome was given by Chairman Gilpin

I. OLD BUSINESS

- a. 2011 Sumter County Tourism Plan – County Administrator Bradley Arnold presented the plan developed by E5 Solutions and approved by the Board of Sumter County Commissioners (BOCC) on June 14, 2011. The plan is a guide to be used by committee members and staff to assist in ranking and prioritizing future projects presented to the TDC. Mr. Arnold turned the meeting over to the committee members for questions and comments.

Mr. McCormic referenced a statistic relating to the amount of sales of angling and wanted to know if the statistic was referencing countywide sales or statewide. Mr. Arnold stated that the figure was related to statewide sales. Mr. McCormic also questioned if the “birding” in Sumter County was addressed in the plan. Mr. Gilpin and Mr. Arnold both stated the event was addressed.

Mr. Arnold requested that the TDC Secretary be directed to maintain the Tourism Development plan, and should there be any questions the committee can reference the plan during meetings.

Mr. Tharp asked if the committee was within proper procedure to research the cost and effectiveness of a fishing tournament for the recommendation and consideration of the BOCC. Mr. Arnold stated TDC is a recommending body, and are operating within their duties to investigate tourism opportunities for the BOCC.

Mr. Bret Hage entered the meeting at 4:14 p.m.

- b. County Attorney analysis of F.S. § 125.0104 – The County Attorney reviewed state statute and noted that the BOCC has the final decision of TDC spending. The TDC is a recommending body, and final approval on spending will be determined by BOCC in accordance to local ordinances and state statutes.

II.

- a. Minutes of Special Meeting held on May 5, 2011.

No comments were made related to draft minutes.

Doug Tharp moved, with a second by Warren Maddox, to approve minutes. The motion carried unanimously 7-0.

- b. Financial report overview was presented, no comments were made.
- c. Closed Grant Report – Dade Battle Fields Reenactment, no comments were made.
- d. Grant application submittal – Sumter County Chamber’s Beef and Boogie. Mr. Andrew Cripps was present and gave a brief description of the event and musicians scheduled to preform

Mr. McCormic also noted that the Sumter Scenic Heritage Byway Citizens’ Advisory Group is working with BIKa a local child advocate group, to schedule a scenic motorcycle ride. This should bring additional persons to the market for the Beef and Boogie Event.

Mr. Gilpin inquired what research was used to get the \$10,000 requested for advertisement. Mr. Cripps stated that the chamber will be working with the Daily Commercial, Face Book, K-

Country and other media. The newspaper advertisement costs were guesses, and K-Country cost was an estimate known at \$3,500.

Robbie Strickland entered the meeting at 4:26 p.m.

Tina Chavez discussed the staff review and recommendation memo. One of the staff concerns was that the estimated room number of 400 seemed a bit high for a first time event. One of the positives from the application was the selection to use the Webster's Farmers' Market as the infrastructure is in place.

Mr. Hage wanted to know where funds other than \$3,500 for radio would be spent. Mr. Cripps stated they will do regional print with Daily Commercial and South Lake press; and with local papers Daily Sun and Sumter County Times. The Chamber plans to get publicity in Tampa, Orlando, and Ocala areas without cost. They also attempt to target Face Book advertising to people interested in county and bluegrass music. They will attempt to get visitors outside this region.

Doug Tharp moved, with a second by Bob Hunt, to approve grant application in the amount of \$10,000. The motion carried unanimously 6-2.

III. ADDITIONAL BUSINESS

- a. Next regular meeting date of October 6, 2011 was noted.
- b. Public Forum - There were no public comments.
- c. No agenda listed item-
 1. Mr. Gilpin – Field trip to look at boat ramps and Lake Panasoffkee Recreation area to see if there are locations that need improvement for public use, such as restrooms and signage. Consensus of the committee was to direct Tina Chavez to coordinate a special meeting for that purpose.
 2. Mr. Tharp – Inquiring on status of hiring a national advertising for promotion of Sumter County. Mr. Gilpin reported it is still in development.
 3. Mr. McCormic – Could the committee work on billboard signage within the county? Mr. Gilpin reminded them hiring is still under development by the BOCC.
 4. Mr. Lind had a presentation as a follow up to the request by committee members to investigate fishing tournament possibilities. Mr. Lind had a commercial type video and handout. Through his research he feels the event would not use any TDC funds. Registration, boat fees, and sponsorships can be used for the actual event and prize money. His idea is to use every fish camp on the lake, promote them and allow them to receive a profit from the event. Each fish camp would hold activities during the weekend event, example smoke hog contest or chili cook off. Mr. Lind presented the sample commercial to the committee members. Committee members encouraged Mr. Lind to look into the cost of using the commercial on television such as ESPN during a fishing show. They also suggested that the exact cost for sponsorships need to be determined for the event. Mr. Lind stated that he had already looked at the tourism plan established by E5 Solutions in putting this idea together. Mr. Strickland inquired if this event would fall under a not for profit organization. Mr. Lind stated that Tracy's Point is set up as a 501.c.3 not for profit agency. Mr. Lind inquired that if he was to hold such an event when is the next TDC application deadline. Ms. Chavez gave him a list of deadlines. Committee members encouraged Mr. Lind to schedule a meeting with Financial Services staff for assistance and direction.

IV. ADJOURN

The meeting adjourned at 5:03 p.m.